

2011 - 2012 Seattle City Council Green Sheet

Approved

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Budget Action Title: Pass C. B. 117022 - Seattle Center Facility Fees Ordinance

Councilmembers: Budget Committee

Staff Analyst: Sara Belz; Rebecca Herzfeld

Council Bill or Resolution: C.B. 117022, tab 15 in gray notebook

Budget Committee Vote:

Date	Result	SB	BH	SC	TR	JG	NL	RC	TB	MO
11/12/2010	Pass 9-	Y	Y	Y	Y	Y	Y	Y	Y	Y

Budget Action description:

This green sheet recommends passage of C.B. 117022, which amends the fees and use policies for facilities at Seattle Center.

First, the legislation makes three changes to the ranges of fees that Seattle Center can charge for events at various facilities on campus. These changes are as follows:

- Increase the top end of the range for renting the Rainier Room from \$900 to \$1,050;
- Decrease the low end of the range for renting the Seattle Center Pavilion, Room B from \$400 to \$150; and
- Increase the top end of the range that can be charged per ticket for McCaw Hall and the Key Arena from \$3 per ticket to \$5 per ticket.

Adjusting the facility fee ranges provides the Director with discretion to raise fees if the current event market allows the increase. For example, if the Director becomes aware of market factors that would allow facility rental rates to be raised and still be competitive, a new rate schedule could be published with a higher rate within the adopted ranges. Alternatively, if the economy worsens, or if research indicates that a target client group is not being attracted, the Director may revise the rate schedule to lower fees within the adopted ranges in order to attract and retain business. Rates may vary by event type, but all clients will pay the same facility rate when other conditions, such as the type and length of the event, are identical.

Second, the legislation amends the facility use policies for events to eliminate the limits on the maximum number of days per year a user may be authorized to use facilities, services, and equipment for events. The current limits are 25 days for spectator events and 120 days for other event types. The purpose of this policy change is to provide Seattle Center with flexibility to respond to market conditions, negotiate with commercial clients, and maximize the number of events and revenue for the Department. Agreements with resident tenants, such as the Seattle Opera and Pacific Northwest Ballet, would still require Council approval. This is due to the extended term

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lengths of those agreements and because their rental fee arrangements differ from the adopted fee schedule.